

ATTACHMENT IV

Fax to: J. M. Piscitelli - 216/779-1889
Leslie Chick - 201/368-9784

Peer Account Name: _____

Address: _____

City, State Zip: _____

Account #: _____ Brand: _____

Phone #: _____ Fax #: _____

Presentation date: _____

Presentation to (Peer Member) _____

Presentation by (RJR Manager) _____ Div. # _____

I agree to qualifications to become a "Full Partner" with RJR/Forsyth. RJR Field Sales will support my _____ at retail.
(brand name)

Peer Member

RJR Manager

I decline to become a "Full Partner" of RJR/Forsyth; however, will still carry _____ to meet the needs of my customers.
(brand name)

Peer Member

RJR Manager

51850 5295

ATTACHMENT V

Fax to: J. M. Piscitelli - 216/779-1889

Leslie Chick - 201/368-9784

Wholesaler: _____

Address: _____

City, State, Zip: _____

Contact: _____ RJR Manager _____

Account #: _____ Division # _____

Phone #: _____ Fax # _____

I am interested in obtaining information to become a Peer member.

(Wholesaler)

(Date)

Geographical area needed: (State and Counties)

51850 5296

J. M. Piscitelli
Forsyth Products
In-Office Memo

JAMESWAY Disc. (98)
Twin County (Foodtown) 163
Home Liquor Stores (10)
Kings Supermarkets (19)

April 20, 1994

To: R. C. Farmer
J. R. Loftin, Jr.
B. G. Norman
P. E. Schmidt
M. A. Young

Subject: Monarch/Best Value Contract

As previously discussed, forthcoming is copy of the Monarch/Best Value agreement and detailed procedures to handle payments. For those not in on the conference call of this morning, I reviewed this with all CAM's and ROU's.

At your convenience, I would appreciate your providing me a list of accounts where this program should be pursued.

Once you have forwarded this approved targeted list, your respective managers should contact me at their earliest convenience to discuss these accounts.

Please contact me if you have any questions.

Jim Piscitelli

JMP/dmb
Attachments

cc: E. M. McAttee
J. E. Powers

51850 5297

MONARCH PRICING AGREEMENT

Retailer, if given certain pricing protection against lower priced competitive products, agrees to offer and promote MONARCH as its primary cigarette in the lowest price category at their everyday low price and to provide MONARCH with preferred merchandising space and locations as compared to other products in the low price category.

Based upon Retailer's representation of current competitive offers available to Retailer, the parties have determined that the Retailer is eligible for a monthly per carton rebate. Retailer acknowledges that the amount of this monthly per carton rebate is subject to periodic upward or downward adjustment due to changes in competitive offers available to Retailer.

Either party may cancel this pricing promotion on thirty (30) days notice. This promotion will also immediately become void should Retailer fail to feature and promote MONARCH as agreed.

This offer is being made by RJR in selected markets to meet certain competitive situations and may not be available to all Retailers within selected markets.

OFFERED:

R. J. REYNOLDS TOBACCO COMPANY

By: _____

ACCEPTED:

By: _____

Dated: _____

51850 5298

BEST VALUE PRICING AGREEMENT

Retailer, if given certain pricing protection against lower priced competitive products, agrees to offer and promote BEST VALUE as its primary cigarette in the lowest price category at their everyday low price and to provide BEST VALUE with preferred merchandising space and locations as compared to other products in the low price category.

Based upon Retailer's representation of current competitive offers available to Retailer, the parties have determined that the Retailer is eligible for a monthly per carton rebate. Retailer acknowledges that the amount of this monthly per carton rebate is subject to periodic upward or downward adjustment due to changes in competitive offers available to Retailer.

Either party may cancel this pricing promotion on thirty (30) days notice. This promotion will also immediately become void should Retailer fail to feature and promote BEST VALUE as agreed.

This offer is being made by RJR in selected markets to meet certain competitive situations and may not be available to all Retailers within selected markets.

OFFERED:

R. J. REYNOLDS TOBACCO COMPANY

By: _____

ACCEPTED:

By: _____

Dated: _____

51850 5299

MONARCH / BEST VALUE CONTRACT**DETAILED PROCEDURES**

Contracts are only available from Forsyth National Account Managers (NAMs)

Field managers and NAMs should identify potential customers eligible for the contract. It is the NAM's responsibility to approve accounts that are eligible for the contract. Please note - distributors are not eligible for this contract.

Once the NAM has approved an account, the contract can be presented to that account. Presentations can be made by the appropriate field sales manager without a Forsyth NAM with the NAM's concurrence.

Contracts should be signed by the customer and the appropriate RJR field manager making the presentation.

Original contracts should be retained by the appropriate field sales manager.

A copy of the signed contract should be sent to Kathryn Noxon, Reynolds 6 (10601), Forsyth group, before any payments are submitted.

Payments should be made to these accounts *by the field sales manager* through TPS. These payments will be charged against the appropriate regional Savings budget. The following display codes are available for payment in the office p/c only:

Monarch Contract	(listed as Mon Contract)	\$1.50
Best Value Contract	(listed as B Val Contract)	\$1.50

Payments will be monitored monthly by Kathryn Noxon. Special monthly reporting will be available to the NAMs.

Please remember - The retailer should not pass along this \$1.50 payment to their customers unless competitive activity is occurring in the marketplace. Additional buy-downs can be made based on the local manager's discretion; however, the retailer must use at least \$1.00 of the contract payment to support the buy-down amount needed.

(4/14/94)

51850 5300